

Exhibit 54

Technology

Block creates virtual office for online community

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H&R Block Inc.
Company

Tom Allanson
Person

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H&R Block Inc. has created a virtual office populated by virtual tax advisers in an effort to reach the 4.6 million people in the fast-growing online community called Second Life.

The Kansas City-based company (NYSE: HRB) said Tuesday that it has launched H&R Block Island, a 3D location within Second Life. Two digital employees named Hope Bechir and Rex Philbin will staff H&R Block's virtual office. The employees -- or avatars, as virtual people are called within the Second Life community -- will answer tax-related questions twice a week between Tuesday and April 17, Block said in a release.

[Second Life](#) is a 3D virtual world entirely built and owned by its residents -- real people who create online avatars.

The online community goes beyond the realm of video games and networking sites by adding an economic edge to its virtual world. Users can exchange monetary units called Linden dollars to buy real estate, build a business or buy, sell and trade with other residents.

Linden money can be converted to U.S. dollars on several online exchanges. The Second Life Web site claims that the marketplace within its virtual world supports millions of U.S. dollars in monthly transactions. According to the Web site, residents spent about \$1.5 million on the site during the past 24 hours, as of Tuesday afternoon.

H&R Block plans to have a regular presence in Second Life. At its virtual office, the company will include a program enabling Second Life residents to earn Linden dollars by marketing H&R Block's products on their virtual property.

"We look for ways to connect with our customers anytime, anywhere, and with that in mind, we chose to ... build a presence on another 'block' within the Second Life world," Tom Allanson, senior vice president and general manager of H&R Block Digital Tax Solutions, said in the release. "The inhabitants of Second Life are revolutionizing how people interact in a virtual world. As we engage these Second Lifers in a conversation in a new space, we believe our digital tax services will appeal to them."

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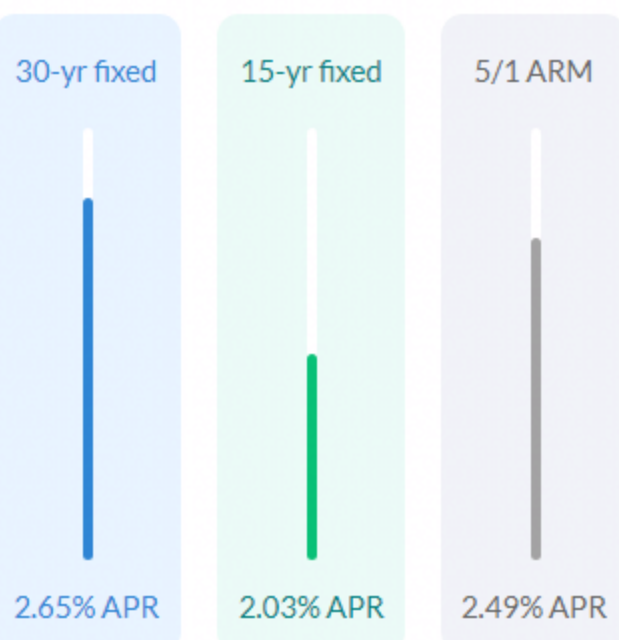
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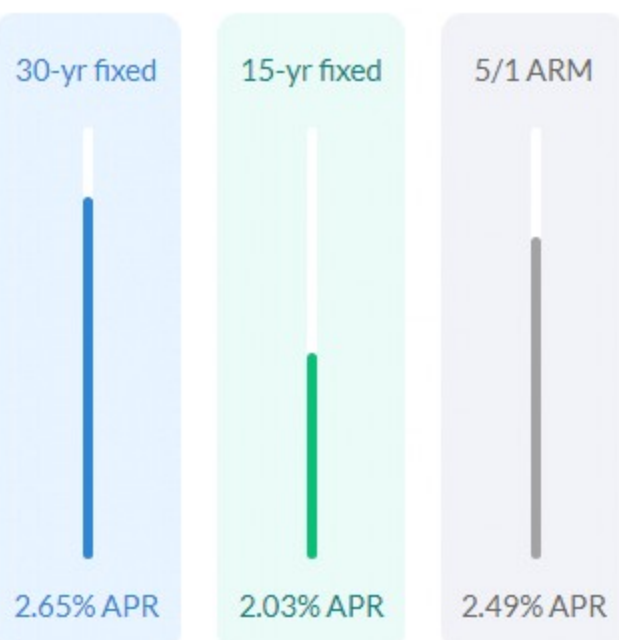


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